

**Chamber of Commerce  
Executives of Kansas**

**KEDA**

Kansas Economic Development Alliance

# **2019 Joint Annual Conference Schedule At A Glance**

**November 4-5, 2019**

**Capitol Plaza Hotel & Convention Center**

**Topeka, KS**

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## SUNDAY, NOVEMBER 3

- 3:00 p.m. **CCEKS Board of Directors Meeting** | [River Room A](#)
- 6:00 p.m. **Networking Dinner**  
Join your peers for a night of fun, networking, and spirits in Downtown Topeka. *Dutch treat.*

## MONDAY, NOVEMBER 4

- 7:30 a.m. **Registration and Exhibitor Setup**
- 9:00 a.m. **KEDA Board of Directors Meeting** | [River Room A](#)
- 9:00 a.m. **Bonus Session**  
**Fostering Community Champions** | [Shawnee B/C](#)  
Start your day on a high note with one of Topeka's busiest community champions. S.J. Hazim has taken social media by storm as he has raised the level of conversation around community pride. S.J.'s infectious energy will have you calling back home to ask what you can do to make your town as proud as Topeka has become. **S.J. Hazim, Founder, Creative Pathways and Means**
- 10:30 a.m. **Welcome to CCEKS / KEDA Joint Annual Conference** | [Sunflower Ballroom A](#)  
**Andrew Nave, KEDA President & Matt Pivarnik, CCEKS President**
- 10:45 a.m. **General Session Keynote**  
**Workforce Development Around Kansas** | [Sunflower Ballroom A](#)  
The panel will be discussing new and enhanced workforce development initiatives that are going on around the state. As part of these discussions, panelist will be asked to provide information on how local economic development organizations can participate in these efforts.  
**Panel Participants:** David Toland, Secretary, Kansas Department of Commerce; Brad Neuenswander, DLIS Deputy Commissioner, Kansas State Department of Education; Delia Garcia, Secretary, Kansas Department of Labor; Blake Flanders, President & CEO, Kansas Board of Regents
- 11:45 a.m. **Lunch** | [Sunflower Ballroom B](#)
- 12:30 p.m. **General Session Keynote**  
**Sharing Comments on the Office of Rural Opportunity** | [Sunflower Ballroom A](#)  
Lt. Governor Lynn Rogers (*invited*)
- 1:30 p.m. **Break**
- 1:45 p.m. **Breakout Sessions**

### **Comprehensive Economic Development Plan Update | [Shawnee A](#)**

In May 2019, Secretary Toland and the Department of Commerce (KDC) announced they would be undertaking an effort to develop a deliberate, comprehensive strategy for economic growth in the state, replacing the Redwood-Krider report of 1986. After reviewing proposals from multiple firms, KDC has selected a partner to lead them through the development of a plan that will create long-term prosperity for Kansas. Work with the firm will be broken into three primary phases: assessment and benchmarking, recommendations and best practices, and implementation planning – all of which are underpinned by ongoing stakeholder and public engagement. A steering team – consisting of KDC employees and members of KEDA, Team Kansas and wKREDA – has been created to ensure proper stakeholder engagement and that varying audiences are well-represented throughout the process. Deputy Secretary of Commerce Patty Clark will share more about the firm selected to guide KDC through strategic planning, the phases of work and timeline, how KDC is involving KEDA and other stakeholders in the process, and what can be expected as a result of this robust strategic planning process.

**Patty Clark, Deputy Secretary, Kansas Department of Commerce**

### **Young Professionals – The Good, The Bad, and the Ugly | [Shawnee B/C](#)**

Chambers of Commerce realized several years ago that the millennial generation would have a significant impact on future membership, resources, and programs. Young professional groups were created but now are needing to be revamped to continue the attraction of this important age group. Learn from a panel of chambers on what has worked, is working, and future changes that will keep their programs relevant while continuing to drive a sense of place and leadership development.

**Dena Huff, Director of Communications, Manhattan Area Chamber of Commerce; Lindsay Lebahn, Executive Director – Forge, Greater Topeka Partnership; Daryn Soldan, Executive Director, Wamego Area Chamber of Commerce**

### **Winning Partnerships - Chambers and Economic Development Organizations | [Pioneer Room](#)**

As the saying goes...“ If you’ve seen one chamber, you’ve seen one chamber”. In some communities, the chamber and economic development organizations are under the same umbrella and in others they are not. Two communities, that at one time were together are now separate entities, will discuss their strong partnerships and how they collaborate and convene to move their communities forward on business attraction and community development.

**Gary Plummer, President & CEO Wichita Regional Chamber; Andrew Nave, Executive Vice President, Greater Wichita Partnership; Eric Brown, President & CEO, Salina Area Chamber of Commerce; D. Mitch Robinson, Executive Director, Salina Community Economic Development Organization**

**2:45 p.m. Break | *Sponsored by NetWork Kansas***

**3:15 p.m. Breakout Sessions**

### **Overcoming Rural Economic Development Challenges | [Shawnee A](#)**

Developing successful economic development strategies to promote economic growth in rural communities and regions can be daunting. In this session you will learn first-hand about creative approaches to rural business development as well as how to identify opportunities and avoid some of the pitfalls, including the utility economic development role and how partnerships can produce results in the most effective way.

**Josh Beck, Partner, Location Strategies, MarksNelson CPA & Business Advisors**

**Using Incentives to Drive Re-Development for Downtowns | [Shawnee B/C](#)  
Gilmore Bell**

### **Developing Pro-Business Elected Leaders | Pioneer Room**

Strong relationships with federal, state, county and city elected officials are essential to the work of chambers and economic development organizations. Developing early relationships with future elected officials can lead to strong partnerships and pro-business wins.

**Curtis Sneden, Senior Vice President - Government Affairs, Greater Topeka Partnership; Andrew Wiens, Vice President Government Relations, Wichita Regional Chamber**

**4:15 p.m. Break**

**4:30 p.m. Breakout Sessions**

### **Brownfields and Certified Sites: Risks and Rewards for Developing Properties | Shawnee A**

Learn about Certified Sites from an economic developer that successfully completed the process in Missouri. Alicia can give you an honest assessment of the work involved, and the benefits gained from her efforts.

**Alicia Stephens, Project Coordinator, Platte County Economic Development Council**

We will look into the resources the State of Kansas offers for the development and redevelopment of commercial and industrial properties. This will include review of the Brownfield Program, the need of an environmental assessment as part of your Certified Sites application, as well as programs that can help in the event a development or redevelopment project has contamination.

**Seth Mettling, Brownfields Coordinator, Kansas Department of Health & Environment**

### **Creating a Chamber of Excellence: Membership – Breathing New Life into Your Chamber Proposition | Shawnee B/C**

Building a comprehensive strategic plan takes time, fortitude, input, and buy-in from the board and membership. Developing and implementing quality programming that your members want, will drive increased membership and resource revenue. Learn how the Greater Kansas City Chamber became more strategic in their recruitment and retention efforts and the results they are experiencing.

**David Prunte, Senior Vice President, Strategic Partnerships, Greater Kansas City Chamber**

### **Child Care Aware of Kansas | Pioneer Room**

Parents whose childcare needs aren't met are more likely to have higher absenteeism and tardiness issues, both of which effect company productivity. Childcare resource and referral services save parents an average of 16 hours per childcare search, 80% of which would have been spent during work hours.

Learn the resources that Child Care Aware® of Kansas has to assist business with efforts to support employees by providing resources that help parents find reliable, high-quality childcare.

**Christi Smith, Director of Strategy & Innovation, Child Care Aware of Kansas**

**5:30 p.m. Reception | Sunflower Ballroom B**

**7:00 p.m. Networking Dinners (On Your Own)**

## **TUESDAY, NOVEMBER 5**

**8:00 a.m. Breakfast | Sunflower Ballroom B**

**9:00 a.m. Breakout Sessions**

**New Market Tax Credits and Opportunity Zones: The Who, What, Why and How | Shawnee A**  
Steve Radley, President & CEO, NetWork Kansas; Chris Vukas, Director of Economic Development, Sunflower Development Group; S. Shawn Whitney, Co-Chair, Spencer Fane

**How to Create a Thriving Retail Market | Shawnee B/C**

In the ever-changing retail and restaurant environment, it's important to have an understanding of retail real estate trends and what that means for your city. As a community leader, knowing what assets you have to attract new retailers is pertinent to creating a thriving retail market. This session will cover retail trends, the process of site selection that retailers go through, and best practices for recruiting retail to your city.

**Matthew Petro, Chief Development Officer, Retail Strategies**

**Creating a Chamber of Excellence: Rethink, Reinvent, Rethink Your Event | Pioneer Room**

After years of success, even the best events need to be refreshed so they remain true to the organizations mission and remain relevant to your members. Drawing from ACCE's Horizons Initiative analyses, experienced facilitator and U.S. Chamber Institute instructor Tammy Wellbrock will share important chamber trends and strategies for assessing the value of existing events that include fulfillment to sponsors, evaluation and reporting to the board, and measuring outcomes of your event.

**Tammy Wellbrock, Founder, Girl Twin Solutions**

**10:15 a.m. KEDA Annual Membership Meeting (*members only*) | Sunflower Ballroom A**

**10:35 a.m. KEDA Legislative Update | Sunflower Ballroom A**

Sandy will provide a brief recap of major economic development specific legislation from the 2019 session and preview into the major issues for the coming 2020 session.

**Sandy Braden, KEDA Legislative Liaison**

**10:50 a.m. CCEKS Annual Update | Sunflower Ballroom A**

**11:00 a.m. General Session Keynote | Sunflower Ballroom A**

**Attaining Well-Being in the Chamber and E.D. Spheres**

Are chamber executives and economic development professionals all that different from the rest of the world when it comes to the amount of stress we are faced with and how we deal with it? Are there any tried and true solutions to this seemingly timeless challenge? Are there approaches that might work particularly well in the chamber and E.D. worlds, given some of the unique aspects of our roles (largely small organizations or single shingles; dispersed in both metropolitan and rural areas; high levels of visibility in the community; high levels of accountability from investors, etc.)?

Janet Ady will lead us through an evidence-based approach to the specific stressors that we face in our industry, and lead a discussion designed to elicit practical, actionable steps that we can each take to reach a higher level of well-being.

**Janet Ady, President & CEO, Ady Advantage**

**12:00 p.m. Conference Wrap-up**